

LOTION CONCENTRÉE HOMME A CONCENTRATE OF EFFICACY



MEDAVITA

Androgenic alopecia

Gradual, progressive hair loss in which the diameter of the hair decreases until the hair bulb atrophies and disappears completely.

A HEREDITARY ANOMALY WITH NUMEROUS CAUSES:

- **Activation of the 5- α reductase enzyme**, which is responsible for transforming testosterone into dihydrotestosterone, resulting in atrophy of the hair bulb and hypertrophy of the sebaceous glands (increased sebum production)

- **Widespread localised inflammation**
- **Decreased capillary circulation** with decreased supply of oxygen and nourishment to the hair bulb
- **Loosening of the sheaths anchoring the hair in place** caused by deterioration of collagen
- **Increase in free radicals**
- **Miniaturisation** and increased fragility of the hair
- **Shortening of the Anagen phase**

The Medavita Solution

LOTION CONCENTRÉE HOMME

Shampoo anticaduta uomo* pH 4.8
(Male anti-hair loss treating shampoo*)

Trattamento intensivo anticaduta uomo* pH 3.5
(Male anti-hair loss intensive treatment*)

Active ingredients for fighting hair loss
Lotion Concentrée Naturalis Essentiae complex, Serenoa repens, Moringa, Turmeric

• INHIBITION OF 5- α REDUCTASE ENZYME	{ SERENOA REPENS, ROSEMARY
• FIGHTING FREE RADICALS	{ ROSEMARY, CINNAMON, TURMERIC, MORINGA
• SOOTHING ACTION	{ ALOE, CAMPHOR, MYRRH, ARNICA, TURMERIC
• STIMULATION OF CAPILLARY CIRCULATION	{ CINNAMON, ARNICA, CALAMUS, GINGER, CAMPHOR, ROSEMARY
• STRENGTHENING OF THE HAIR'S ROOT SYSTEM	{ ARNICA, GINGER, GALBANUM, ROSEMARY
• NOURISHING AND STRENGTHENING ACTION	{ ALOE, CALAMUS, GINGER, ROSEMARY
• LENGTHENING OF THE ANAGEN PHASE	{ CINNAMON, CAMPHOR, MYRRH, ARNICA, CALAMUS, GINGER, ROSEMARY
• FASTER GROWTH	{ SERENOA REPENS, CINNAMON, MYRRH, ARNICA, CALAMUS, GINGER, ROSEMARY

*coadjuvant in hair loss prevention

How to use

- **Apply 7-15 ml of Male anti-hair loss treating shampoo** directly to the scalp and massage in to distribute evenly
- **Rinse** and repeat using **5-10 ml** of product
- **Pat off** excess water and apply **Male anti-hair loss intensive treatment**
- **Apply** the lotion all over the scalp, especially the areas most affected by hair loss
- **Massage** gently to distribute
- **Proceed** with drying

Dosage:

Androgenic hair loss – intensive treatment

PHASE 1: 1 phial a day for 2 weeks

PHASE 2: 3 phials a day for 4 weeks

Reactive hair loss – intensive treatment

PHASE 1: 3 phials a week for 4 weeks

PHASE 2: 2 phials a week for 6 weeks

Prevention/maintenance

1-2 phials a week



Clinical studies

INSTRUMENTAL TESTS

TYPE OF TEST/EFFECT	DAYS OF TREATMENT	EVALUATION – % OF TREATED CASES	
		INSTRUMENTAL	SENSORIAL
Increase resistance to hair traction	45	60%	-
Increment of hair diameter	45	80%	73%
Streight enhancement	14	-	60%
	45	-	87%
Hair loss reduction	45	60%	73%
Decreased thinning	45	47%	53%
Re-growth	45	73%	73%
Hair growth rate acceleration	14	-	53%
	45	-	73%
Seborrhea reduction	14	73%	80%
	45	87%	87%
Dandruff reduction	45	60%	80%

DERMATOLOGICALLY AND MICROBIOLOGICALLY TESTED TREATMENT

CHROME/NICKEL TESTED

Test carried out at: Laboratori Evic Italia (Roma)

POWERED BY NATURE, TESTED BY SCIENCE.

Ever since its foundation Medavita has produced cosmetics formulated with active ingredients from plants obtained strictly from renewable sources. Our art is putting the skilful hands of our master herbalists at the service of beauty, producing formulas that fight problems with the scalp and ensure the right balance between beauty and health. To restore the health of these very delicate skin cells we have come up with formulas for all kinds of skin problems, all based on the patented Lotion Concentrée formula: active ingredients extracted from plants on the basis of the principle of purity of herbal medicine. In all our products Galenic formulation is combined perfectly with a contemporary scientific approach. To guarantee efficacy and safety, all our products are clinically tested in the laboratory and confirmed by numerous tests of their efficacy.

Protocol for tests of efficacy

Complete Lotion Concentrée Homme treatment

(Male anti-hair loss treating shampoo + Male anti-hair loss intensive treatment):

Application of lotion: 1 phial (= 6ml) per day for the first 2 weeks · 3 phials a week for the next 4 weeks



MEDAVITA

STILE NATURALE

MEDAVITA SPA

**HEAD OFFICE/SEDE/SIÈGE SOCIAL:
VIA F.LLI RUFFINI, 10 - 20123 MILANO - ITALY**

**OPERATIVE OFFICES, MANUFACTURE AND WAREHOUSE/
OFICINAS Y PLANTA INDUSTRIAL/
BUREAUX, PRODUCTION ET STOCK:
VIA STAFFORA, 26 - 20090 OPERA (MI) - ITALY
TEL. +39 02 480501 • FAX +39 02 466024**

MEDAVITA@MEDAVITA.IT - EXPORT@MEDAVITA.IT - WWW.MEDAVITA.IT

Follow us on  Medavita SPA